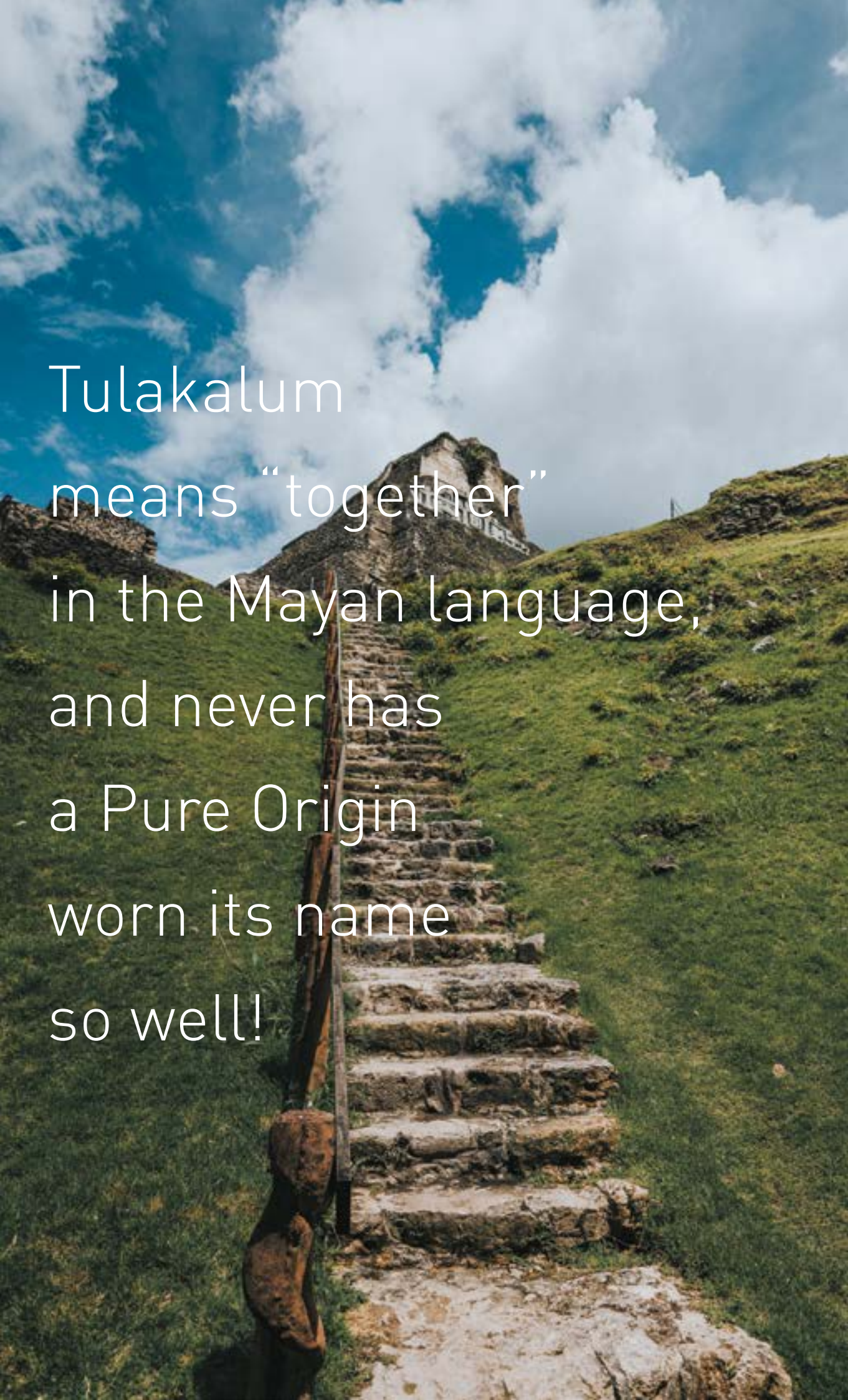


Revealing a rare flavour

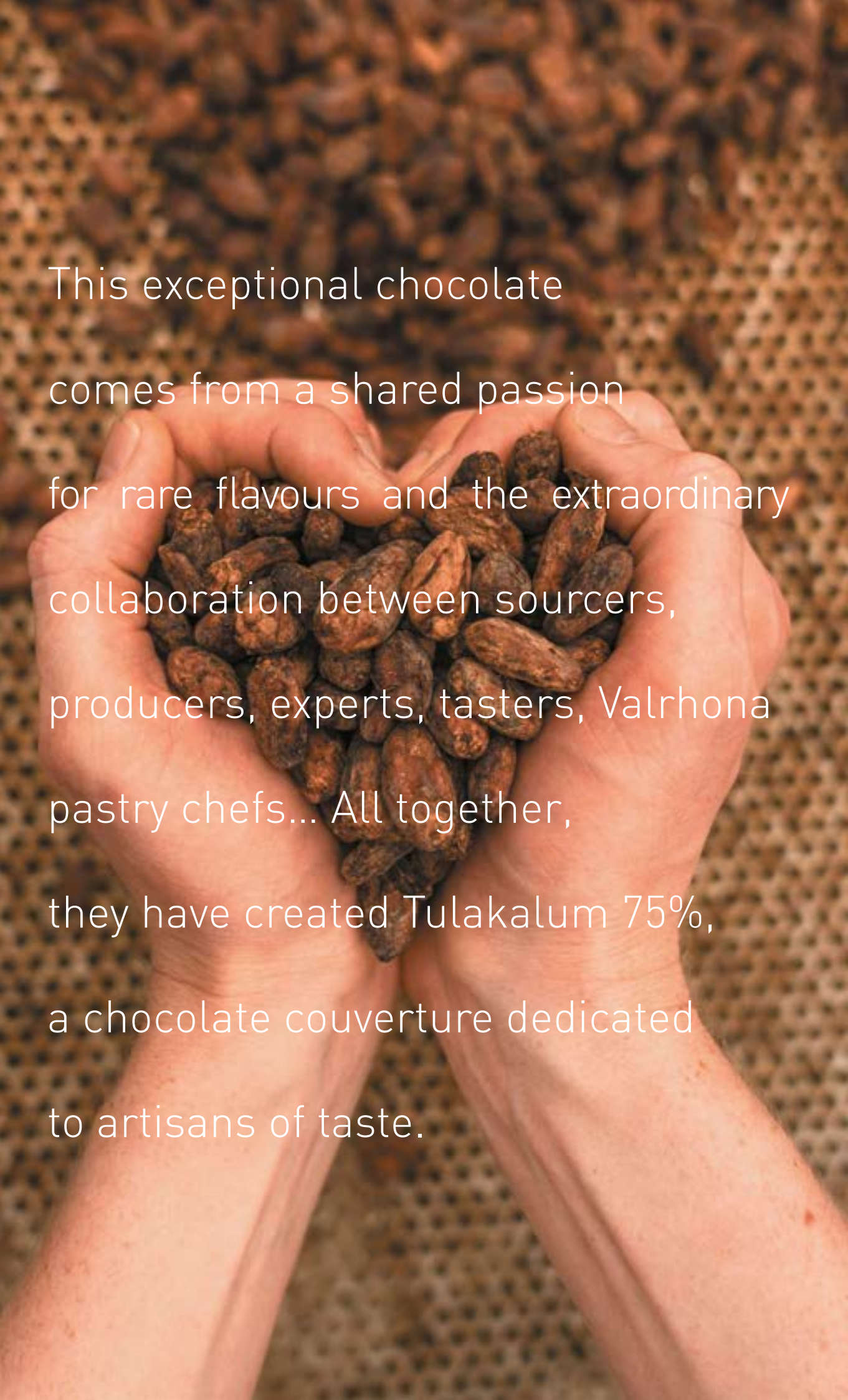


Press release

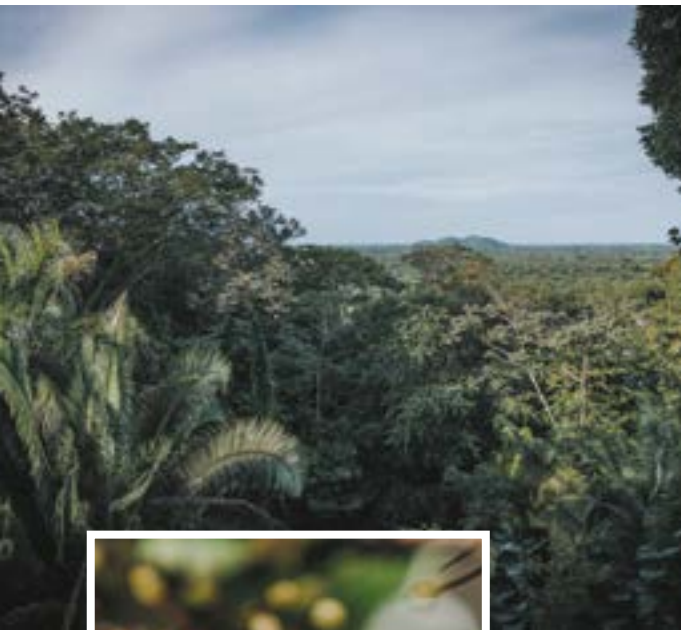




Tulakalum
means “together”
in the Mayan language,
and never has
a Pure Origin
worn its name
so well!



This exceptional chocolate
comes from a shared passion
for rare flavours and the extraordinary
collaboration between sourcers,
producers, experts, tasters, Valrhona
pastry chefs... All together,
they have created Tulakalum 75%,
a chocolate couverture dedicated
to artisans of taste.



MAYA MOUNTAIN CACAO BELIZE'S COCOA TRADITION

It's impossible not to draw a link between Belize's motto, "Sub umbra floreo" (I flower in the shade) and cacao trees, nicknamed "shadow trees" since they grow in the shadow of the canopy overhead. If we're to believe the traces left in an ancient pottery kiln, **cocoa's presence in Belize goes back to the 6th century**. Perpetuating this thousand-year-old tradition is Emily Stone, a young social entrepreneur, who founded Maya Mountain Cacao (MMC) in 2010. The company is **a pioneer** in defending premium quality cocoa in Belize as part of **an ethical vision**, both environmentally and socially speaking. MMC groups together over **350 small producers** and provides a living for entire families by employing men – and women, who mostly take part in harvesting beans.

"With two salaries, the cultivation of cocoa makes it possible for families to have a better way of life. Children go to school in Saint Margaret. The partnership also contributes to Belize's development and provides a real opportunity for the country to be recognized for its cocoa," explains Young Man who works for MMC. In 2014, Benjamin Figarède, a Valrhona sourcer, met Emily Stone, who showed him her two plantations, one in the south and the other in the center of the country. After having explored the entire region, the plantation in the center – planted during the 1970s with **an incomparable number of varieties** – captured Benjamin's attention. **Its production is reserved exclusively for Valrhona.**

BELIZE, A PROTECTED NATURAL PARADISE

Belize is a small **Central American** country nestled between Yucatan in Mexico, Guatemala and the Honduras, with a **Caribbean Sea** coastline. A part of the ancient Mayan civilization and the only English-speaking country in Central America, **Belize** is not very well known. And yet it boasts the world's second largest coral reef, a fantastic ocean floor, impenetrable jungles, enchanting caves filled with natural sculptures and remarkable historical remains. Diversity is Belize's watchword. To start, thanks to a mixed population, blending Creoles, Mayan descendants, the Garifuna, African-Americans from the Caribbean, Chinese, Europeans, Indians... But the country has also carefully preserved its **exceptional biodiversity** since 1996. Protected zones account for 36% of the country's natural territory (including 130 national parks).

"BETWEEN MOUNTAINS", A RESCUED CACAO PLANTATION

Located in the Cayo district, at the heart of the Yamwits Valley ("between mountains" in Maya), it's the only plantation for miles around. It has had a tempestuous history: sold several times, abandoned, attacked by tropical cyclones... But Henry Canton, its last owner, was able to preserve and develop the historical cacao plantation in a lasting way. Using neither herbicides nor pesticides, the plantation is part of a preserved natural environment with big trees that provide shelter to a wide variety of species (toucans, egrets, herons...). **At the same time, MMC is developing reforestation and sustainable and biological agroforestry.**

A SUSTAINABLE PARTNERSHIP, VALRHONA'S "LIVE LONG" COMMITMENT

Signed for 10 years, the partnership with Maya Mountain Cacao is part of **Valrhona's Corporate Social Responsibility program, "Live Long"**. In Belize as elsewhere around the world, the company is committed to the sustainable development of producer communities and to preserving local aromatic cocoa heritage.

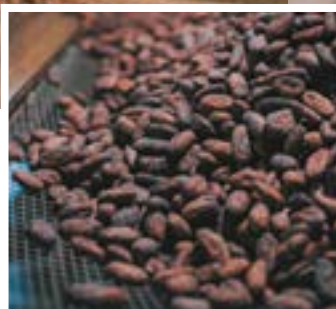
In the Yamwits Valley, Valrhona has put into place **concrete actions** to **rehabilitate** and **develop the plantation**: rebuilding production infrastructures that have been damaged by hurricanes, pruning abandoned cacao trees, replanting new trees, renovating employee housing... Everything is done to produce high quality cocoa in the best conditions for producers. Beyond cocoa, the plantation also includes a wide variety of plants in agroforestry, and employs 30 to 48 people full time depending on the season. It is a well-respected local tradition that women work, making it possible for them to pay for their children's schooling. A large number of them work in the plantation, earning their independence.

"We women are lucky to work for cocoa, and we are able to learn a lot about the fabrication process."

Rosalva Ventura Franco

"We're lucky to have our bosses. Since we work well, they trust us completely. For us, it's fulfilling to work in cocoa."

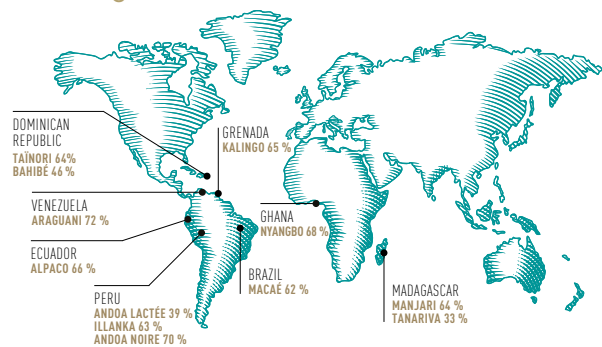
Maria Isabel Dias



TULAKALUM 75% PURE ORIGIN SLIGHTLY SWEET, WITH A HIGH COCOA PERCENTAGE

Strength of character and gentleness... **Tulakalum 75% reflects a whole country's identity**, just like all of Valrhona's Pure Origin chocolates. Born out of a close partnership between producers, Pure Origin chocolates are made using cocoa selected for its **extraordinary aromatic potential**, and they develop a palette of **flavours that is as varied as it is surprising**. **Tulakalum completes Valrhona's collection of chocolates with a high percentage of cocoa.**

The origins of Valrhona's Grands Crus



“The power and spices in Tulakalum's sensory profile really set it apart, while also keeping the fruit and acidity notes that are characteristic of Belize. Whether being used pure or for pastry or chocolate creations, the persistent flavours are truly impressive.”

Justine Branchu & Thomas Bauzou - Sensory Analysis Manager & Technician

A SURPRISING AND INTENSE CHOCOLATE

Together... The Mayan meaning of **Tulakalum 75%** speaks volumes, since it has been made according to professionals' expectations, who are very much in demand of **a slightly sweet chocolate with a high percentage of cocoa**. Pastry professionals will be the true ambassadors: through their recipes and creations, they will know how to reveal to consumers the story and **rare taste behind this singular chocolate**.

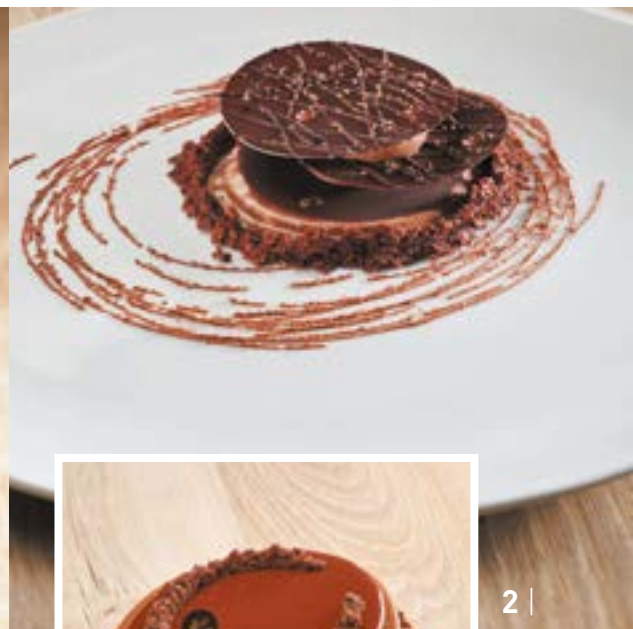
TECHNIQUE	Coating	Molding	Bars	Mousse	Cream Mixes & Ganache	Ice Creams & Sorbets
TULAKALUM 75%	○	○	○	○	●	○
	● Ideal Application		○ Recommended Application			

AN INSPIRING SENSORY PROFILE

A new taste in Valrhona's aromatic palette, Tulakalum 75% exalts the magic in a specific location, the center of Belize. Initially, the powerful acidity mingles with **gentle spices**. **Slightly sweet, quite bitter, it has beautiful notes of ripe fruit.**

A TEXTURE ADAPTED TO VARIOUS USES

Tulakalum 75% has no soya lecithin, thanks to its high percentage of cocoa, and does have a high level of fat, which makes a wide variety of textures possible, to adapt to all pastry and chocolate uses, including coating.



1 | Arawa Chocolate Bonbons

Makes one 34cm x 10mm frame or 200 pieces
An original École Valrhona recipe

- 580g UHT cream 35%
- 170g Glucose DE 60
- 45g Mature rum
- 4g Lime zest
- 640g TULAKALUM 75%
- 70g Dry butter 84%

- Heat the cream and infuse the zest for 10 minutes. Sieve the cream through a chinois, correct the weight if necessary and add the glucose. At 165-175°F (75-80°C), pour half onto the chocolate beans. Mix well with a spatula, add the rest of the cream, and mix in an electric mixer to form a perfect emulsion. Add the rum. Once the ganache is at 95-105°F (35-40°C), add the cubed tempered butter, which should be at approx. 65°F (18°C) and mix in the electric mixer again.
- At 95-100°F (34-36°C), pour the ganache into a 34 x 34mm, 10mm-high frame, which you have coated with chocolate. Leave to harden for 24 to 36 hours at 60-65°F (16-18°C) and a 60% relative humidity level.
- Turn out and coat your ganache, and cut into 7.5 x 60mm rectangles. Coat the ganache rectangles with dark couverture. Immediately wrap each one in a piece of baking paper, which you have cut diagonally.
- Once they have set, brush the tops of your bonbons with cocoa powder.

2 | Cayo & 3 | Abysse

Recipes available on www.valrhona.com

About Valrhona

LET'S IMAGINE THE BEST OF CHOCOLATE

Valrhona has been a partner of artisans of taste since 1922, and is a pioneer and reference for the market. The company is committed to a collaborative vision of chocolate that includes all parties involved: cocoa producers, suppliers, employees and clients.

Valrhona and their producer partners imagine the best in the selection and cultivation of fine cocoa to promote its diversity. The company's sourcers travel the world, building long-term relationships with cocoa producers, innovating tirelessly at each step of the way. And since what happens in the plantations determines the sector's future, Valrhona commits itself locally with producers to developing the well-being of local communities and to undertaking cocoa cultivation that is sustainable into the future.

Valrhona employees imagine the best in making chocolate. They push the creative limits when it comes to the ever-growing palette of possible aromas for inventing the next chocolate revolution. Couverture, chocolate bonbons, decoration, tasting chocolate, Valrhona's ranges open new horizons for artisans of taste, who can count on constant quality and flavours and on a responsible partner who is committed to the environment.

Valrhona and everyone passionate about chocolate imagine the best in sharing their savoir-faire. They work to make fine gastronomy shine. Living the chocolate experience is possible thanks to *L'École Valrhona*, international events (Pastry World Cup, C3) and the *Cité du Chocolat* in Tain L'Hermitage.



www.valrhona.com

